Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-60 (Canceled)

Claim 61 (Currently amended): A process of providing a computer with access to web page content, the process comprising the computer:

requesting a first web page via a network connection,

displaying the first web page in a browser window,

detecting if the computer is not actively sending and not actively receiving data via the network connection, and if so, automatically commencing downloading a video file via the network connection to the computer,

during downloading the video file, detecting if the computer is commencing downloading a second web page, and if so, waiting to continue downloading the video file,

after completing downloading the video file, and storing the video file in an ad pool, automatically commencing displaying the video file in a viewer window

wherein the size of the viewer window is of a size not less than a predetermined minimum size and

wherein the viewer window is located on top of all open windows

managing the ad pool such that the video file is not displayed after it has reached a predetermined play limit.

Claim 62 (Previously presented): The process of claim 61, further comprising sending a questionnaire to the computer prior to commencing downloading the second web page.

Claim 63 (Previously presented): The process of claim 61, wherein the viewer window is distinct from the browser window displaying the first web page.

Claim 64 (Currently amended): A computer to receive web page content from a content server connected to a network, the computer comprising:

a central processing unit to establish communication with the content server,

a memory to store programming instructions which when executed cause the computer to

request a first web page from the content server via a network connection,

display the first web page in a browser window,

detect if the computer is not actively sending and not actively receiving data via the network connection, and if so, automatically commences downloading a video file via the network connection to the computer,

during downloading the video file, detect if the computer commences downloading a second web page, and if so, waits to continue downloading the video file,

after completing downloading video file, and storing the video file in an ad pool, automatically commence displaying the video file in a viewer window

wherein the size of the viewer window is of a size not less than a predetermined minimum size and

wherein the viewer window is located on top of all open window

managing the ad pool such that the video file is not displayed after it has reached a

predetermined play limit.

Claim 65 (Previously presented): The computer of claim 64, wherein the memory further stores

programming instructions which when executed cause the computer to receive a questionnaire from

the content server prior to commencing downloading the second web page.

Claim 66 (Previously presented): The computer of claim 64, wherein the memory further stores

programming instructions which when executed cause the computer to display the video file in a

viewer window distinct from the browser window displaying the first web page.

Claim 67 (Currently amended): A storage media having instructions stored thereon which when

executed by a processor in a computer will cause the computer to perform actions comprising:

 requesting a first web page via a network connection,

 displaying the first web page in a browser window,

 detecting if the computer is not actively sending and not actively receiving data via

the network connection, and if so, commencing downloading a video file via the network

connection to the computer,

 during downloading the video file, detecting if the computer is commencing

downloading a second web page, and if so, waiting to continue downloading the video file,

 after completing downloading the video file, and storing the video file in an ad pool,

automatically commencing displaying the video file in a viewer window

wherein the size of the viewer window is of a size not less than a predetermined minimum size and

wherein the viewer window is located on top of all open windows

managing the ad pool such that the video file is not displayed after it has reached a predetermined play limit.

Claim 68 (Previously presented): The storage media of claim 67 further comprising sending a questionnaire to the computer prior to commencing downloading the second web page.

Claim 69 (Previously presented): The storage media of claim 67 further comprising displaying the video file in a viewer window distinct from the browser window displaying the first web page.

Claim 70 (Previously presented): The process of claim 61 wherein the display run time of the video file is between 30 seconds and 2 ½ minutes.

Claim 71 (Previously presented): The computer of claim 64 wherein the display run time of the video file is between 30 seconds and 2 ½ minutes.

Claim 72 (Previously presented): The storage media of claim 67 wherein the display run time of the video file is between 30 seconds and 2 ½ minutes.